International Paralympic Committee

Brand Book

July 2017

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Foreword. IPC Brand Book.

Like the Paralympic Movement itself, the Paralympic brand has evolved dynamically over the years. Adopted in 2003, the Paralympic symbol – the three Agitos, from Latin meaning "I move" – symbolises constant motion, always moving forward and never giving up. And its circular character embodies the bringing together of athletes from all corners of the world.

Ultimately, we strive for the Paralympic symbol to be universally recognised throughout the world as representing sporting excellence and the Paralympic values of courage, determination, inspiration and equality. I believe the IPC Brand Book is a milestone that will drive us forward in a fresh and exciting direction.

Building greater awareness and understanding of the Paralympic brand and its values was one of six strategic goals the IPC set in 2011. To build brand awareness as a movement, we need to present the Paralympic symbol consistently to the world.

Consistency is also important when it comes to terminology. In line with the World Health Organisation, the IPC is moving away from using 'disability'. The word reflects an interaction between features of a person's body and features of society and normally infers that you are unable to do something.

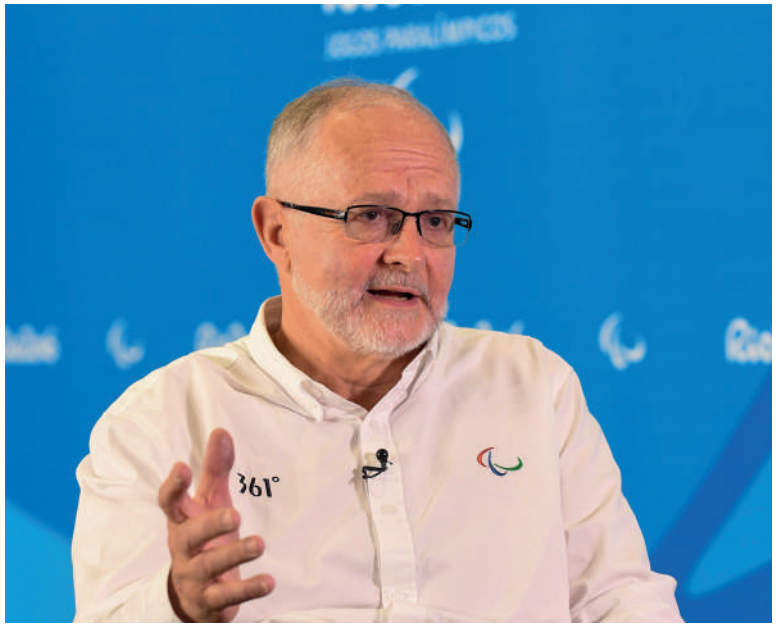
When referring to a loss in body function or structure, or activity limitation, the term 'impairment' is now preferred when describing athletes. This shifts the focus more onto athletes' abilities and what they are able to achieve.

Long term, the aspiration is that there is no need to use either word. Those who participate in Paralympic sport are quite simply athletes. The inspirational message they send every day through their incredible sporting achievements can help bring about social change.

It is exciting that over the past years the word "Paralympic" has become increasingly used and recognised throughout the world. We want the Paralympic symbol to be associated unequivocally with the word "Paralympic". Therefore, to coincide with this Brand Book, the IPC has enhanced its own logo, giving the word more prominence.

The IPC Brand Book is intended to inspire everyone to uphold the integrity of the Paralympic symbol and the brand as a whole, as well as to guide people about how to apply and protect it.

The Paralympic symbol represents our athletes and our movement, and it should be considered both an honour and a privilege to use it. It is everyone's



responsibility to promote the brand and respect what it stands for wherever it is used.

Please join me in our efforts to send a consistent message to the world and drive the Paralympic Movement forward with a whole new level of dynamism.

Philip Craven

Sir Philip Craven, MBE
IPC President

The Paralympic Movement.

The Paralympic Movement has transformed from a disability movement to one with sport at its core.

Since its humble beginnings in 1948, when the first competitions took place, the Paralympic Games have grown into an elite competition with more than 4,200 Paralympians competing in the same world-class venues as Olympic athletes.

The International Paralympic Committee (IPC) is now the movement's umbrella organisation and International Federation for ten Paralympic sports.

The Paralympic Movement is athlete-focused. Through athletes' stories and achievements, attitudes towards people with an impairment can be changed. They engage and motivate people to create a more inclusive society. The Paralympic Movement builds a bridge which links sport with social awareness to help forge a path for this change and spread the message of respect and equal opportunity for all individuals.

The Paralympic Movement. Vision.

To enable Para athletes to achieve sporting excellence and inspire and excite the world.

Enable

Creating conditions for athlete empowerment

Para-athletes

The primary focus, from initiation to elite level

Achieve

Sporting excellence is the goal of a sports centred organisation

Inspire & excite

Engage and motivate people to have fun and at the same time, create a more inclusive society

The Paralympic Movement. Strategic goals and aspiration.

The Paralympic brand is at the core of the IPC's strategic framework

The IPC Strategic Plan (2015-2018) has identified **three strategic goals** that have emerged as being at the heart and core to the IPC's activities. In addition, **three drivers** were identified which are also critical as only through them is the IPC in a position to pursue its mission and core business:

Goal 1:
Paralympic Games

Consolidate the Paralympic Games as a premier sporting event

Goal 2:
Para sports development

Empower Para athletes and support the development of Para sports

Goal 3:
Paralympic brand

Improve the recognition and value of the Paralympic brand

Driver 1:
Funding

Build sustainable funding

Driver 2:
Organisational capability

Shape organisational capability

Driver 3:
Strategic partnerships

Foster key strategic partnerships

Aspiration

The Paralympic Movement's ultimate aspiration is:
To make for a more inclusive society for people with an impairment through Para sport.

For more information, please refer to the IPC Strategic Plan 2015-2018 at www.paralympic.org.

The Paralympic Movement. Paralympic values.

Athletes in the Paralympic Movement demonstrate courage and determination and they inspire all mankind to believe that anything is possible. The Paralympic brand is a bridge which links sport with social awareness to challenge stereotypes and ultimately leads to equality.

Determination

Equality

Courage

Inspiration

Courage

Para athletes through their performances showcase to the world what can be achieved when testing your body to its absolute limits.

Determination

Para athletes have a unique strength of character that combines mental toughness, physical ability and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility.

Inspiration

As role models, Para athletes maximise their abilities, thus empowering and exciting others to participate in sport.

Equality

Through sport Para athletes challenge stereotypes and transform attitudes, helping to increase inclusion by breaking down social barriers and discrimination towards people with an impairment.

The Paralympic Movement. The history of the symbol.

This is where we come from

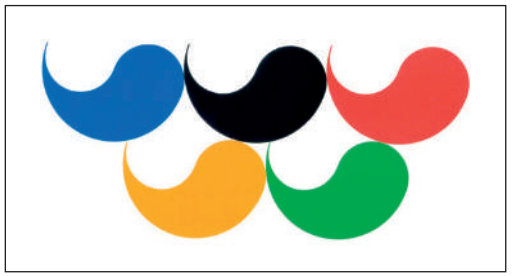
The previous Paralympic symbols, which are no longer in use, were based on the traditional Korean decorative component called **'Tae-Geuk'**.

According to oriental philosophy, Tae-Geuk refers to the ultimate reality from which all things and values originate.

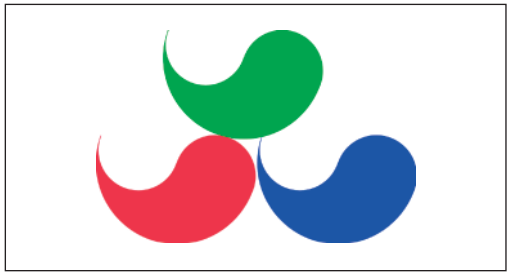
Tae-Geuks started to be used at the 1988 Summer Paralympic Games in Seoul, Korea. With five Tae-Geuks arranged similarly to the Olympic Rings, in a similar set of five colours, the symbol was not considered distinctive enough and therefore was changed to a three-Tae-Geuk design.

Until 2003, the three-Tae-Geuk design was used for the Paralympic symbol. In the same year, after a strategic review process, this symbol was replaced by the current one – the three Agitos.

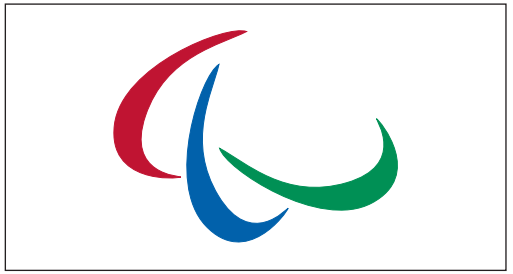
All Tae-Geuks used to represent the Paralympic brand, e.g. in NPC emblems, had to be removed before 31 December 2006. As an exception, historical Paralympic Games emblems that include the Tae-Geuks remain valid.



Five Tae-Geuks (1988-1994).



Three Tae-Geuks (1994-2004).



Paralympic Symbol – the three Agitos.

The Paralympic brand's physical/visual characteristics and style

Physical
Courage and perseverance are at the heart of Paralympic values and imply a sense of 'grit' and determination which is embodied by the athletes.

Triumphant
Paralympic athletes compete to win gold; their 'triumph of will' resonates with the public.

Dynamic
The Paralympic brand is not visually stale or stationary but rather implies a sense of change and forward progression.

International
Every country has athletes with an impairment; the attitude of some culture may differ from others, but striving for excellence applies to everyone.

Determination

Courage

Equality

Inspiration

The Paralympic brand. Paralympic symbol.

The Paralympic symbol (three Agitos) consists of three elements in red, blue and green – the three colours that are most widely represented in national flags around the world.

The three Agitos (from the Latin meaning “I move”) encircling a central point symbolise motion, emphasise the role of the Paralympic Movement in bringing athletes together from all corners of the world to compete. The symbol also emphasises the fact that Paralympic athletes are constantly inspiring and exciting the world with their performances: always moving forward and never giving up.

The Paralympic symbol. Paralympic colours.

Primary colours

The IPC is represented by three primary colours. These colours are defined as follows:

Paralympic red

PANTONE 1805 C

C 0% **M** 98% **Y** 75% **K** 22%

R 170 **G** 39 **B** 47

HTML aa272f

HKS 22

RAL 3002

Paralympic blue

PANTONE 2945 C

C 100% **M** 60% **Y** 0% **K** 5%

R 0 **G** 84 **B** 159

HTML 00549f

HKS 39

RAL 5002

Paralympic green

PANTONE 348 C

C 92% **M** 0% **Y** 84% **K** 20%

R 0 **G** 133 **B** 66

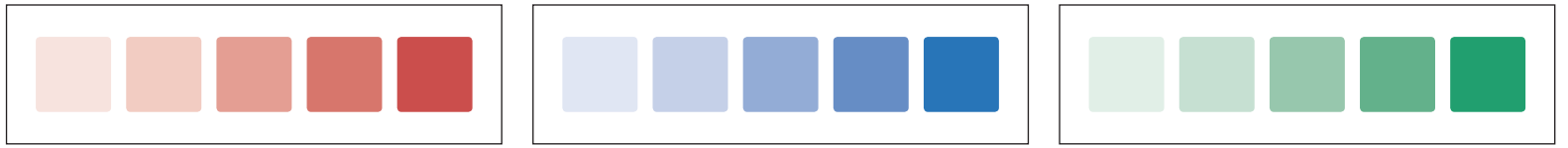
HTML 008542

HKS 57

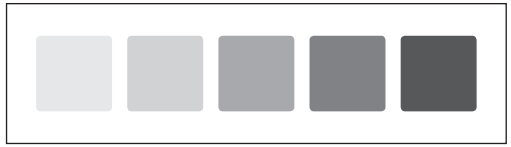
RAL 6029

Secondary colours

Shades of the 3 primary colours.



Shades of black.



The Paralympic symbol. Official versions.

Colour

The coloured version of the Paralympic symbol is preferred and should be used wherever possible because it includes the Paralympic colours, which are an important part of the brand. This version may only be used on a plain white background.

IPC_00_Symbol_Pantone
IPC_00_Symbol_CMYK
IPC_00_Symbol_RGB

Monochrome

The monochrome version is an alternative to the coloured version. Choose either white or black, depending on which version provides the better contrast against the given background.

IPC_00_Symbol_neg

IPC_00_Symbol_1C

The Paralympic symbol. Backgrounds.

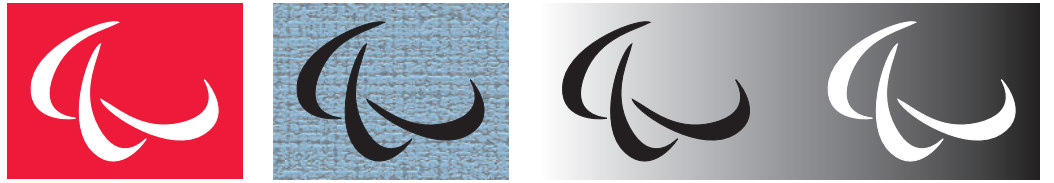
Please use the coloured version of the Paralympic symbol on a plain white background only (white paper, white flags,…)

Correct usage.

Do not use the coloured Paralympic symbol on any background other than white. Do not use it on patterns or images.

The monochrome version is an alternative to the coloured version. Choose either white or black, depending on which version provides the better contrast against the given background.

Correct usage.



Use the black symbol when the background is less then 50 per cent and the white symbol when it is more than 50 per cent black tone.

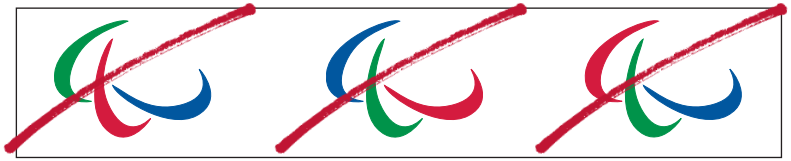
To integrate the coloured Paralympic symbol into imagery or other designs you can add a white background as shown here.

The Paralympic symbol. Common misuses.

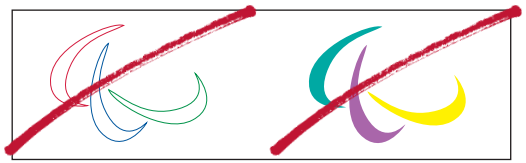
The Paralympic symbol must always be used in its original format.

In order for a brand to be recognised, its symbols must always look the same. This is why the Paralympic symbol must not be changed or altered in any way.

The following are examples of how **not** to use the Paralympic symbol:

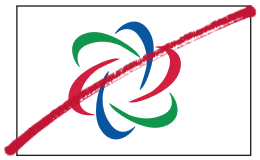


Do not change the order of the three colours.

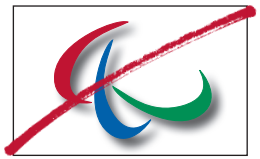


Do not outline or change colours.

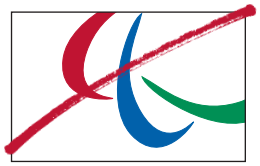
Do not rearrange the single elements.



Do not combine.



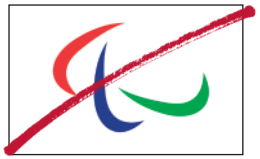
Do not use drop shadows.



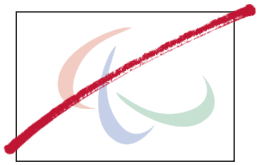
Do not crop.

Do not rotate.

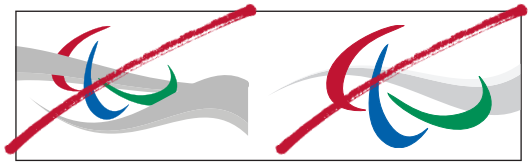
Do not scale unproportionally.



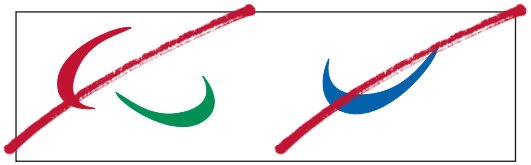
Do not use unofficial logo versions.



Do not use the Paralympic symbol in a transparent way.



Do not integrate graphic elements around the Paralympic symbol, or place them in front or behind it.



Do not use the Agitos individually.

The Paralympic symbol. Outdated variations.

The Paralympic symbol must always be used in its current official versions.

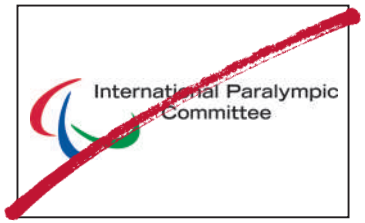
In order for a brand to be recognised, its symbols must always look the same.
This is why outdated Paralympic symbol variations must not be used.

The following are examples of outdated Paralympic symbol variations that should **not** be used:

Do not use the Paralympic symbol with the acronym 'IPC'

Do not use the Paralympic symbol with the motto 'Spirit in Motion'

Do not use the Paralympic symbol with both 'IPC' and 'International Paralympic Committee'



Do not use the Paralympic symbol with 'International Paralympic Committee' in the top right corner

Do not use the Paralympic symbol with both 'IPC' and 'www.paralympic.org'

The Paralympic symbol. Special applications.

The Paralympic symbol may be used in various applications. This includes e.g. embossing, engraving, embroidering.

Please refer to the section “The Paralympic symbol. Official versions.” for the colour and monochrome version usage guidelines and see below for when it is permissible to use a light silver version. Also see some examples of usage on different materials.

Embossing/engraving

When embossing or engraving on metals, only the monochrome version of the Paralympic symbol may be used (‘material colour’). All three elements of the Paralympic symbol should appear on the same plane. The raised or engraved Paralympic symbol should have a straight, 90-degree edge (not bevelled or rounded edges).

Example of an engraved version

Stamping

A light silver version of the Paralympic symbol may be used on certain materials e.g. gift boxes.

Example of a silver version

Embroidery

For embroidery use the coloured version on white background or choose either white or black, depending on which version provides the better contrast against the given background.

Example of white version on a red background

Other materials

The white or a light silver version of the Paralympic symbol may be used on dark backgrounds. For white or transparent backgrounds the coloured version is preferred.

Example of a white/silver version on dark backgrounds

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

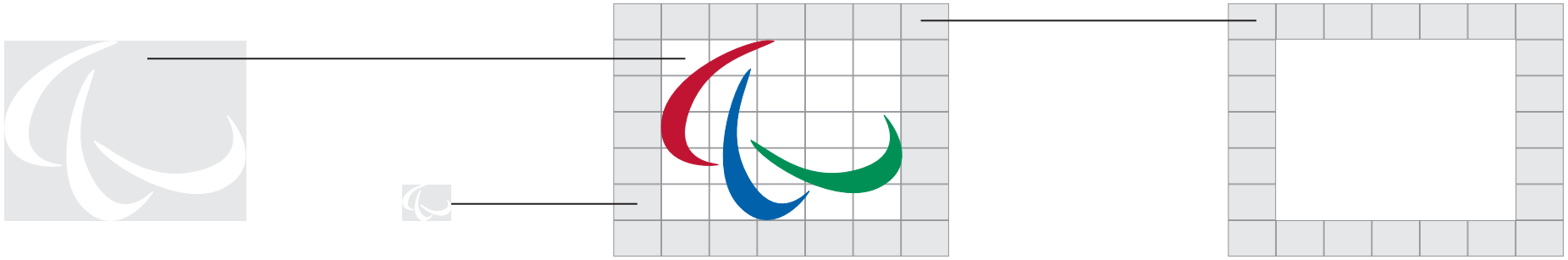
The Paralympic symbol. Layout grid.

The grid system for the Paralympic symbol and its layout area

Grid basis
The basis of the grid is always the Paralympic symbol. All other elements are based on its size.

Layout area
The grid units define the layout plus isolation area for the Paralympic symbol, including text and design elements where applicable.

Isolation area
The isolation area measures at least one grid unit surrounding the Paralympic symbol, including text and design elements where applicable.



Paralympic symbol

Grid unit
Grid width (w) = 20 per cent (one fifth) of the Paralympic symbol's width

Grid height (h) = 20 per cent (one fifth) of the Paralympic symbol's height

Complete layout area

The isolation area measures at least one grid unit surrounding all elements

Please note that the grey grid on this and all following pages is for explanatory purposes only. The coloured version of the Paralympic symbol can only appear on a plain white background.

The Paralympic symbol. Three Agitos in detail.

The Paralympic symbol

Usage

This version is used in all communication materials where the IPC is clearly the sender:

- At Paralympic Games
- International Paralympic Committee communications
- Protocol items for Paralympic/IPC events related to Paralympic Games

Requirements

- Minimum size: 10mm/120px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

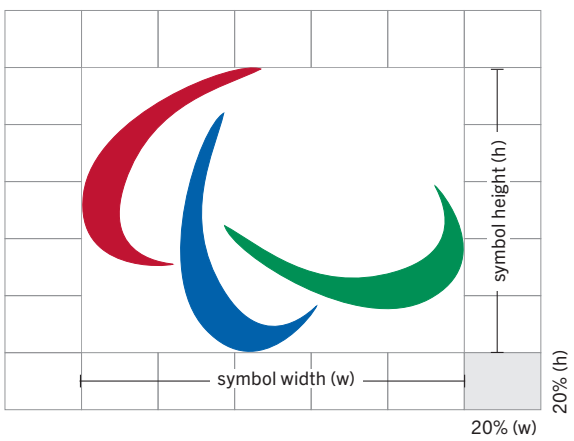
Approvals

Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

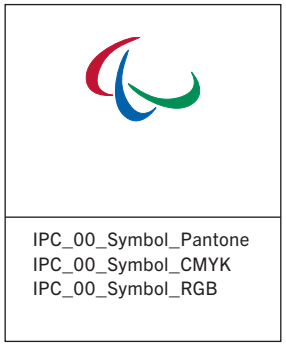
Examples:

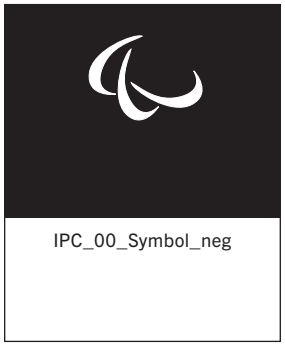
IPC communications (Web-banner)

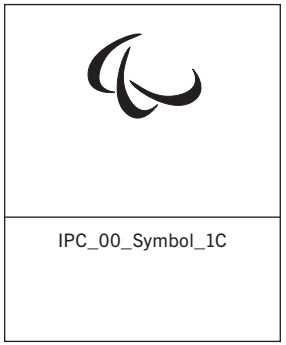
Protocol items (flag)



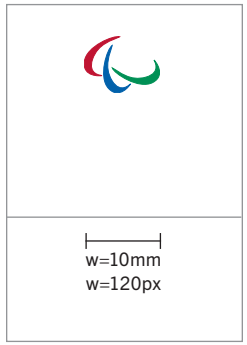
The following files are available in jpg.- and eps.-format







Minimum size



The Paralympic symbol. Institutional usage.

The Paralympic symbol with ‘International Paralympic Committee’

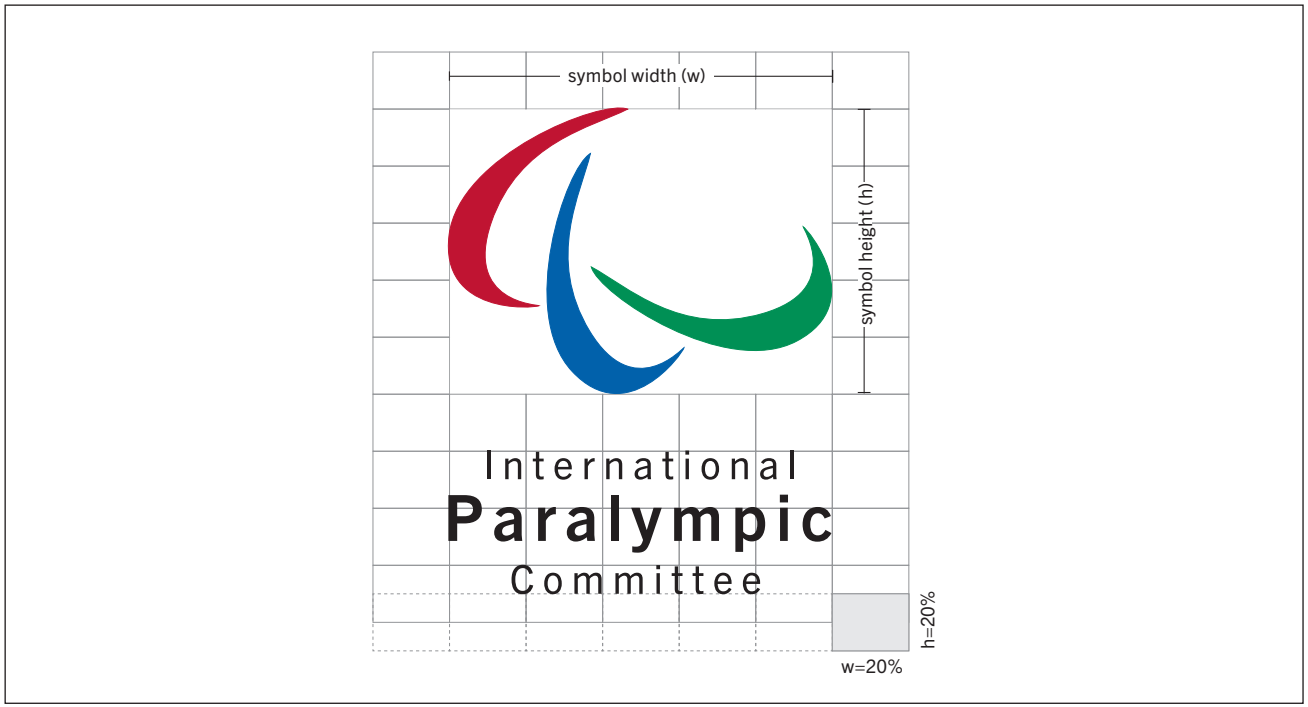
Usage:
This version is used in institutional material:

- Business stationary
- International Paralympic Committee communications

Requirements

- Minimum size: 15mm/180px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.



Examples:

Official IPC letter

IPC athlete’s medalist pin box

The following files are available in jpg.- and eps.-format

IPC_01_Institutional_Pantone
IPC_01_Institutional_CMYK
IPC_01_Institutional_RGB

IPC_01_Institutional_neg

IPC_01_Institutional_1C

Minimum size

The Paralympic symbol. Promotional usage.

The Paralympic symbol with ‘Paralympic.org’

Usage

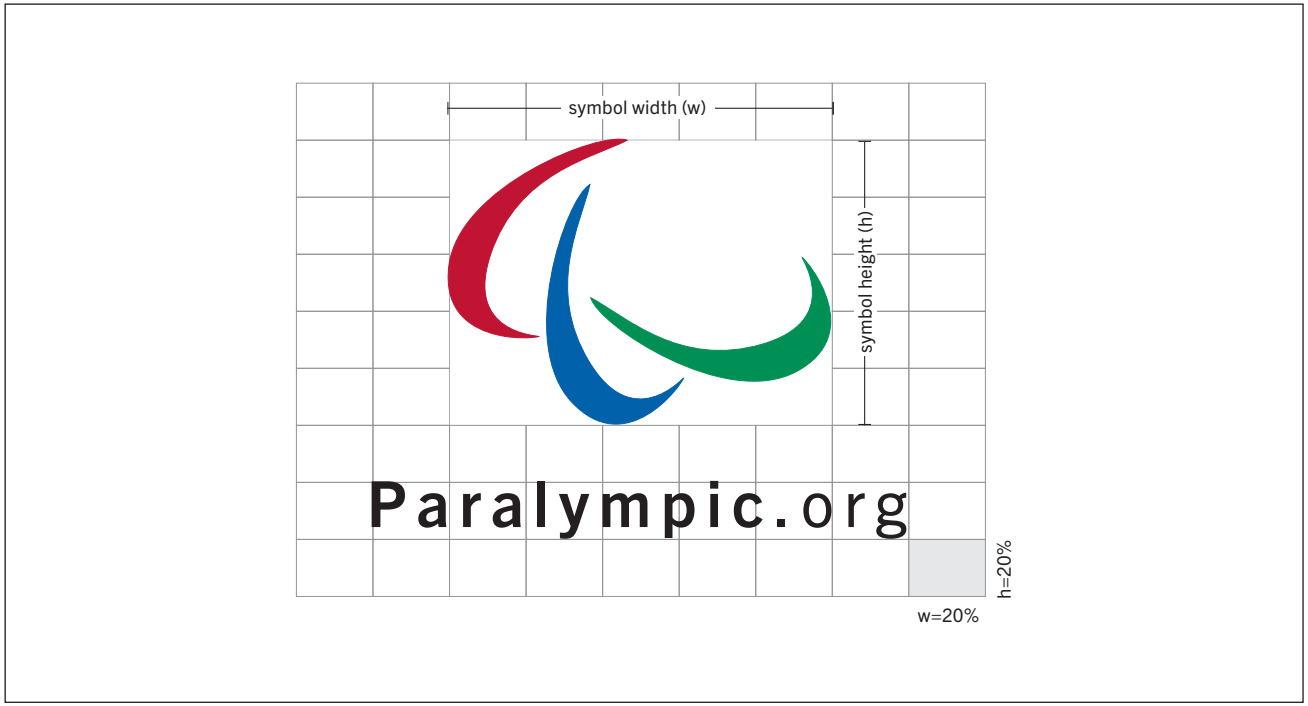
This version is used on promotional items:

- International Paralympic Committee publications
- As authorised by the IPC for promotional purposes

Requirements

- Minimum size: 21mm/250px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.



Examples:

IPC communications (spider-wall)

The following files are available in jpg.- and eps.-format

IPC_02_Promotional_Pantone
IPC_02_Promotional_CMYK
IPC_02_Promotional_RGB

IPC_02_Promotional_neg

IPC_02_Promotional_1C

Minimum size

The Paralympic symbol. Lock-up.

The Paralympic symbol “locked-up” with the “Paralympic Games” wordmark in the respective Game’s font

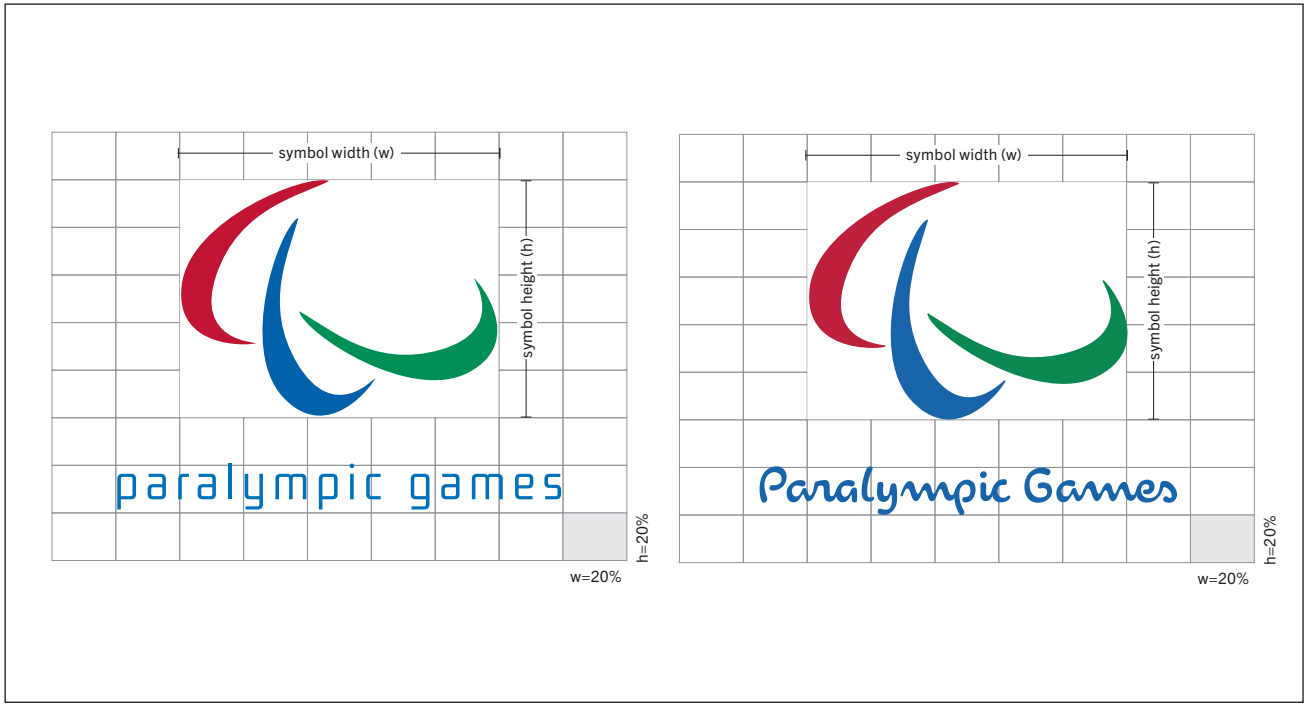
Usage

The lock-up can only be used at Paralympic Games:

- It should be used for selected applications of the Agitos in order to create impressions and increase the awareness about what the Paralympic symbol stands for.

Requirements

- Minimum size: 90cm in width. An exception are applications where the lock-up has great visibility on camera for example at picture opportunity locations.
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”



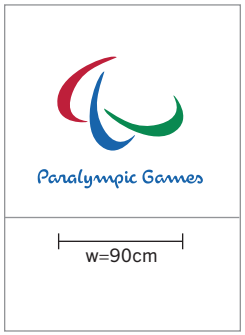
The following three lock-up versions are available for Paralympic Games:

Lock-up_colour

Lock-up_negative

Lock-up_black

Minimum size



Examples:

Sochi 2014 Medals Plaza backdrop

Rio 2016 Goalball field of play

The Paralympic symbol. Member organisations.

The Paralympic symbol with ‘Member of the International Paralympic Committee’

Usage

For member organisations, e.g. International Federations, to communicate their association with the IPC:

- Communication materials of member organisations e.g. website and letterhead

Requirements

- Minimum size: 15mm/180px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

The following files are available in jpg.- and eps.-format

IPC_10_Member_Pantone
IPC_10_Member_CMYK
IPC_10_Member_RGB

IPC_10_Member_neg

IPC_10_Member_1C

Minimum size

The Paralympic symbol. Recognised International Federation.

The Paralympic symbol with ‘Recognised by the International Paralympic Committee’

Usage

For organisations that are recognised by the IPC but not a member, e.g. International Federations, to communicate their association with the IPC:

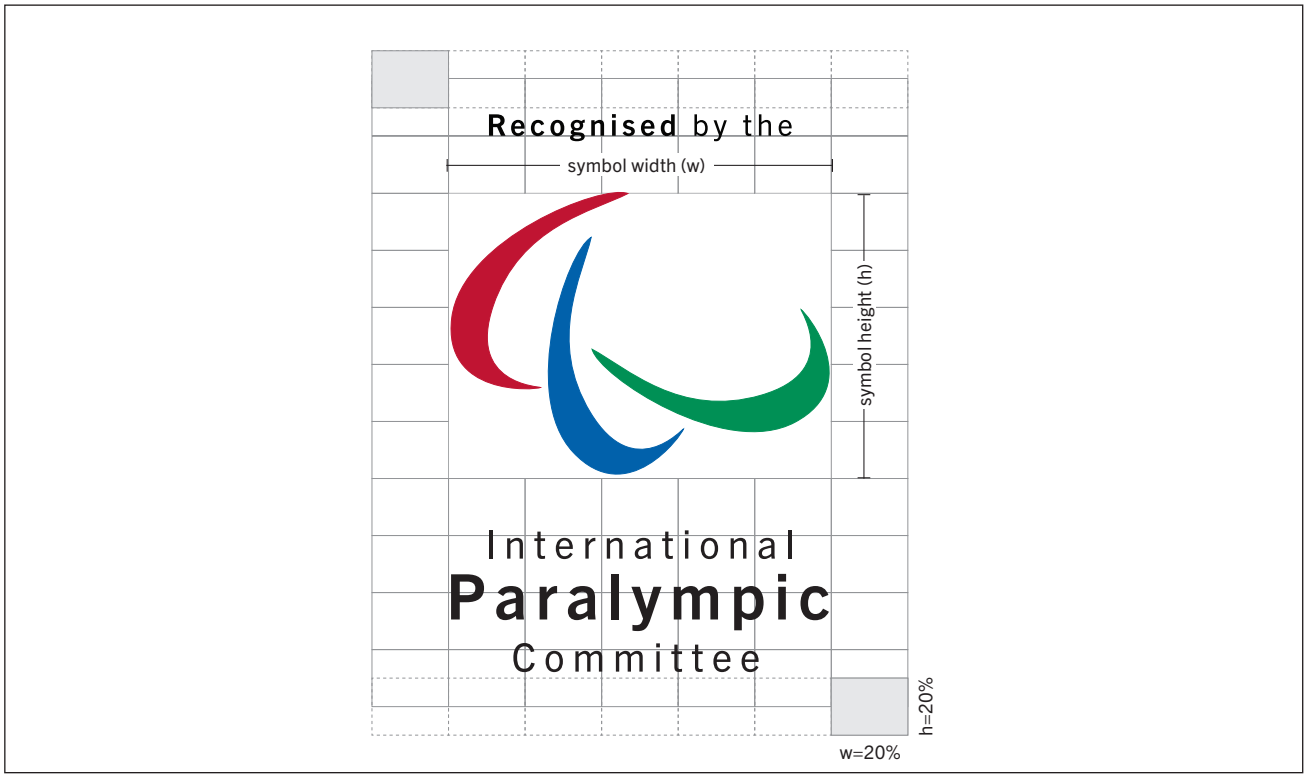
- Communication materials of organisations that are recognised by the IPC e.g. website and letterhead

Requirements

- Minimum size: 15mm/180px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals

Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.



The following files are available in jpg.- and eps.-format

IPC_20_Recognised_Pantone
IPC_20_Recognised_CMYK
IPC_20_Recognised_RGB

IPC_20_Recognised_neg

IPC_20_Recognised_1C

Minimum size

The Paralympic symbol. Worldwide Paralympic Partner.

The Paralympic symbol as composite emblem with Worldwide Paralympic Partner logo (horizontal and vertical partner logo)

Final design specifications are co-ordinated with our partners to align with their respective corporate identity.

Usage

To show affiliation between partners and the IPC, e.g. on:

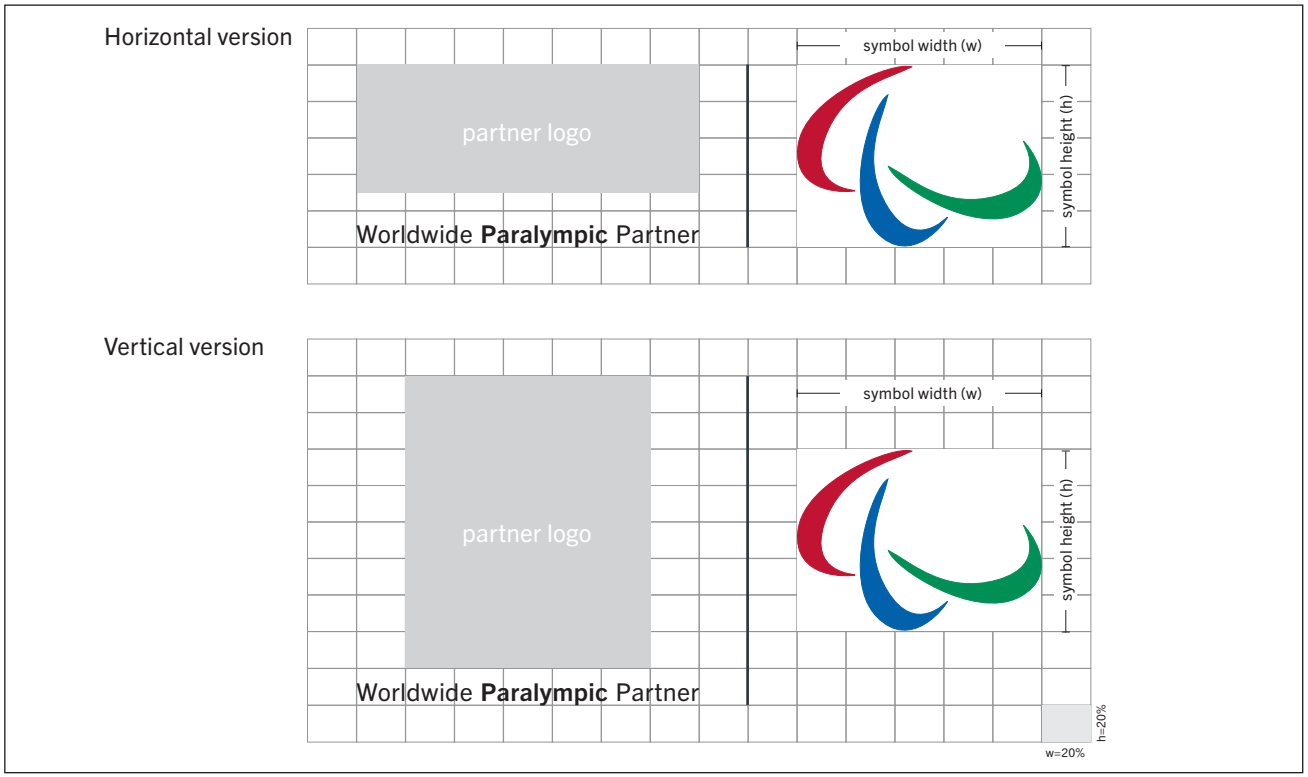
- Communication materials

Please check the relevant partnership contract for more specific information.

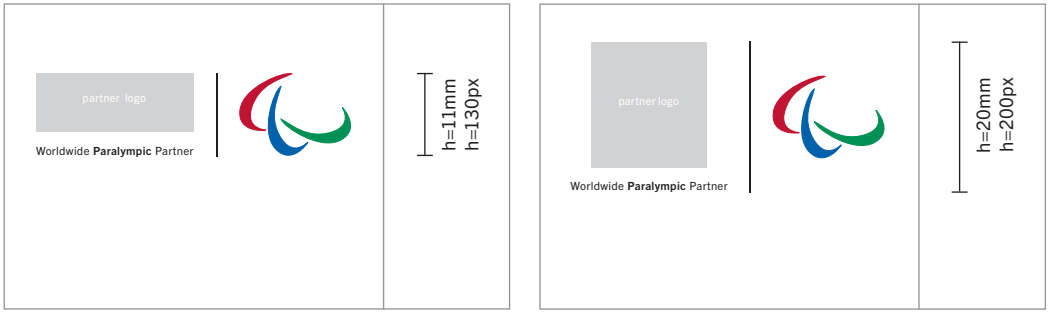
Requirements

- Minimum size: 11mm/130px in height (horizontal version)
  20mm/200px in height (vertical version)
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.



Minimum size



The Paralympic symbol. International Paralympic Partner.

The Paralympic symbol as composite emblem with International Paralympic Partner logo

Final design specifications are co-ordinated with our partners to align with their respective corporate identity.

Usage

To show affiliation between partners and the IPC, e.g. on:

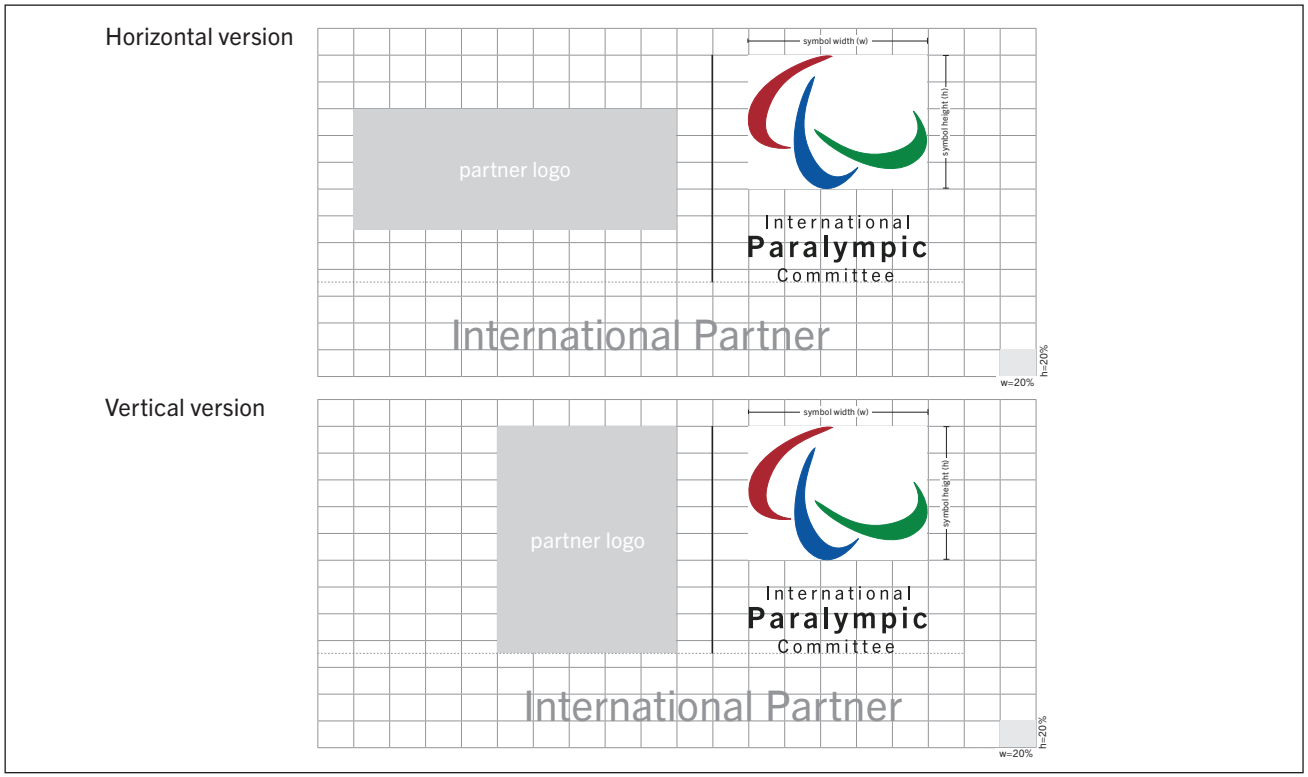
- Communication materials

Please check the relevant partnership contract for more specific information.

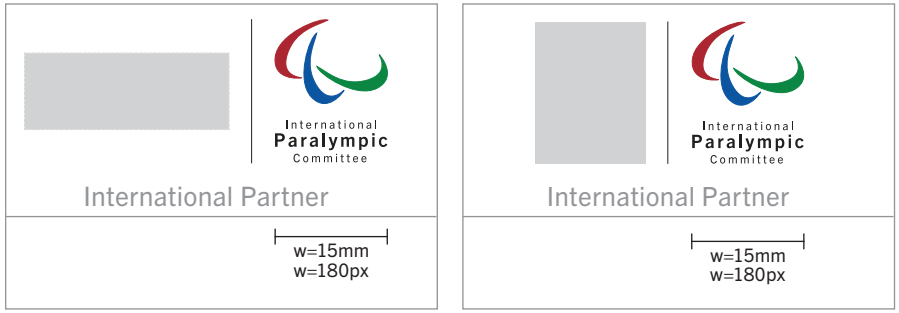
Requirements

- Minimum size (Paralympic symbol): 15mm/180px in width
- Isolation area: a clear space surrounding the Paralympic symbol with the size of at least one grid unit. See section “The Paralympic symbol. Layout grid”.
- For colour and monochrome version usage guidelines refer to the sections “Official versions.” to “Outdated variations.”

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.



Minimum size



The Paralympic symbol. Isolation area for emblems.

Isolation area for emblems

A Paralympic emblem can be created by a National Paralympic Committee (NPC), regional organisation or an Organising Committee for the Olympic and Paralympic Games (OCOG). If the Paralympic symbol is integrated into a new emblem (e.g. NPC emblem) the isolation area around the symbol is as shown in the diagram. Additional design elements must be situated outside of the isolation area.

Requirements (IPC Handbook)

- A Paralympic emblem is an integrated design associating the three Agitos with another distinctive element. A Paralympic emblem must be created by an NPC, regional organisation and Organising Committee for the Olympic and Paralympic Games (OCOG) and is subject to the approval of the IPC prior to any usage.
- The three Agitos contained in such an emblem must appear in its entirety and must not be altered in any way.
- The distinctive element of the emblem must not contain mottos, designations or other generic expressions which give the impression of being universal or international in nature.
- The IPC can approve the design of a Paralympic emblem at its sole discretion and as it considers that such emblem is distinct from other Paralympic emblems.

Isolation area for integrated designs

ALGERIAN
National Paralympic Committee

European Paralympic Committee

PyeongChang 2018™
PARALYMPIC GAMES

The diagram is available in eps.-format to be used as a template.

Organising Committee for the Olympic and Paralympic Games (OCOG) emblems

Each Paralympic Games has its own Paralympic emblem. The city that hosts the Paralympic Games creates a symbol to represent the event. This design incorporates the Paralympic symbol, the name of the event, and one or more distinctive elements to identify the event.

Usage

- Organising Committees for the Olympic and Paralympic Games for communication and design including but not limited to website, letterheads and Paralympic Games material

Requirements (IPC Handbook)

- The area covered by the Paralympic symbol contained in the Paralympic Games emblem must be one third of the total area.
- The emblem must be designed in such a way that it is clearly identifiable as being connected with the Paralympic Games organised by the OCOG concerned.
- The distinctive element of the emblem cannot be limited to the sole name, or abbreviation of such name, of the country of the OCOG concerned.

For more information on Paralympic Games brand development, please refer to the "Technical Manual on Brand, Identity & Look of the Games"

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

Example of OCOG's Emblems

The Paralympic symbol. NPC emblems.

National Paralympic Committee emblems

Each National Paralympic Committee (NPC) has its own emblem. The design incorporates the Paralympic symbol, the official organisation's name, including the word 'Paralympic' (if the language of the NPC is not English, an English version must also be provided – both languages may appear on the same emblem) and one or more distinctive elements to identify the respective country. This design element, specific to the country of the NPC should be a clearly identifiable national symbol, such as the flag, national colours, national animal, flower, shield, coat of arms etc. The emblem must not contain mottos, designations or other generic expressions which give the impression of being universal or international in nature. The IPC – as an umbrella organisation – represents several sports and disability groups. NPC emblem designs should therefore not focus on one sport (e.g. wheelchair sports) but remain general.

Usage

- For National Paralympic Committees' communication and design material including but not limited to website, stationary and promotional items

Requirements (IPC Handbook)

- The area covered by the Paralympic symbol contained in the NPC emblem must be one third of the total area.
- The emblem must be designed in such a way that it is clearly identified as being connected with the country or territory of the NPC concerned.
- The distinctive element of the emblem cannot be limited to the sole name, or abbreviation of such name, of the country of the NPC concerned.
- The distinctive element of the emblem must not make reference to the Paralympic Games or to a specific date or event so as to be limited in time.

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

Examples of NPC Emblems

The Paralympic symbol. Regional emblems.

Regional Paralympic Committee emblems

Usage

- Respective Regional Paralympic Committee for communication and design including but not limited to website, letterheads, Regional Games materials

Requirements (IPC Handbook)

- Minimum size: 10.5mm in height
- The emblem shall consist of the Paralympic symbol accompanied with the title (Region) Paralympic Committee as the distinctive element.
- The distinctive element of the emblem must not make reference to the Paralympic Games or to a specific date or event so as to be limited in time.

Approvals
Written approval from the IPC is required to use the Paralympic symbol. Applications for approval must be made prior to the start of production or printing.

Minimum size

The following regional emblems are available in different formats and colours.

Americas Paralympic Committee

African Paralympic Committee

Asian Paralympic Committee

Oceania Paralympic Committee

European Paralympic Committee

World Para sports

In November 2016 the International Paralympic Committee (IPC) has started the process of rebranding and adopting new names and identities for the 10 sports that the IPC acts as international federation for.

The new names for the 10 sports can be found below:

Previous IF name	New IF name	Sport name
IPC Alpine Skiing	World Para Alpine Skiing	Para alpine skiing
IPC Athletics	World Para Athletics	Para athletics
IPC Biathlon	World Para Nordic Skiing	Para biathlon
IPC Cross-Country Skiing	World Para Nordic Skiing	Para cross-country skiing
IPC Ice Sledge Hockey	World Para Ice Hockey	Para ice hockey
IPC Powerlifting	World Para Powerlifting	Para powerlifting
IPC Shooting	World Shooting Para Sport	Shooting Para sport
IPC Snowboard	World Para Snowboard	Para snowboard
IPC Swimming	World Para Swimming	Para swimming
IPC Wheelchair Dance Sport	World Para Dance Sport	Para dance sport

The decision to rebrand the sports with the Para prefix has been taken to make it clearer to the public which sport the international federation is responsible for and to make them more distinctive from their Olympic or able-bodied equivalents. It also ensures that the IPC brand and the word Paralympic is only used in connection with the Paralympic Games.

IF logo elements

Core wordmark

Pictogram

Combined logo

World Para sports. Logos.

The World Para sport logos comprise the wordmark and pictogram within a pod

Usage

Respective World Para sport

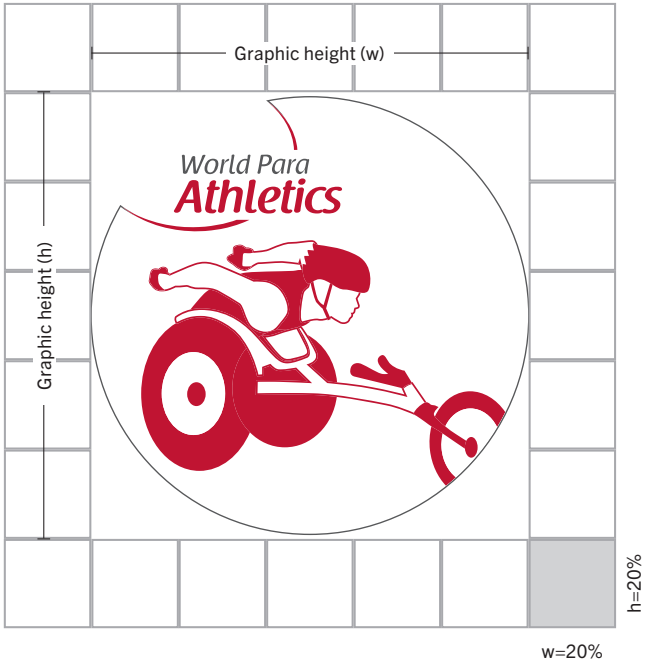
- The World Para sport logos can be used to represent the respective International Federation when it is sufficient to have a visual representation of just one pictogram

Requirements

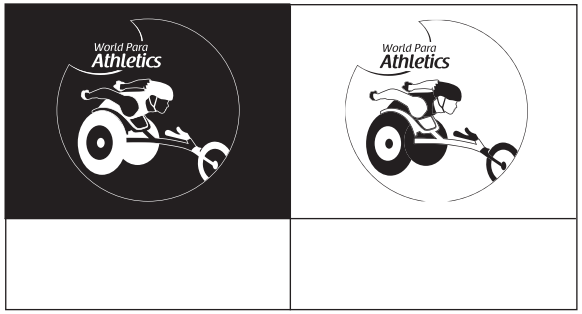
- Minimum size: 32mm in height

Approvals

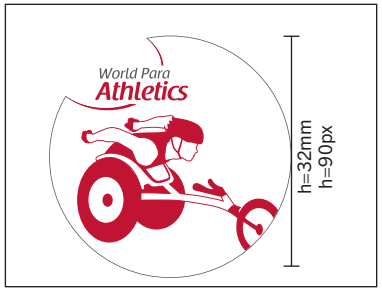
Written approval from the IPC is required to use the World Para sport logos. Applications for approval must be made prior to the start of production or printing.



Monochrome versions



Minimum size



The following World Para Sport logos are available in different formats.

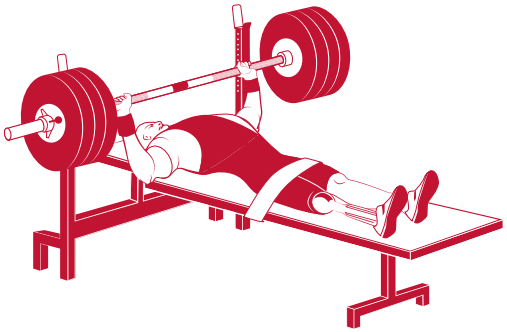
World Para sports. Pictograms.

The World Para sport pictograms

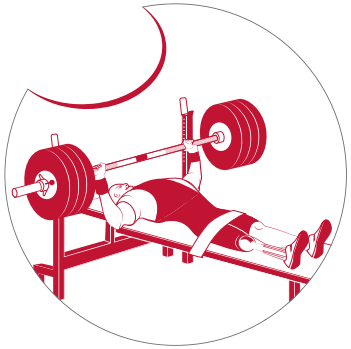
Usage

Respective World Para sport

- The World Para sport pictograms are used to represent the sport visually. Some of the sports have more than one pictogram in order to show the variety of disciplines and types of impairments. When it is beneficial to show the different disciplines and types of impairments, the wordmark should be used instea of the logo so that it can then be combined with the pictograms.
- The pictograms inside the pods should be used when more than one pictogram is required and for small applications.



Pictogram



Pictogram inside the pod

Approvals
Written approval from the IPC is required to use the World Para sport pictograms.
Applications for approval must be made prior to the start of production or printing.

The following World Para Sport pictograms are available in different formats.

World Para sports. Wordmarks.

Word Para sport wordmarks

Usage

Respective Word Para sport

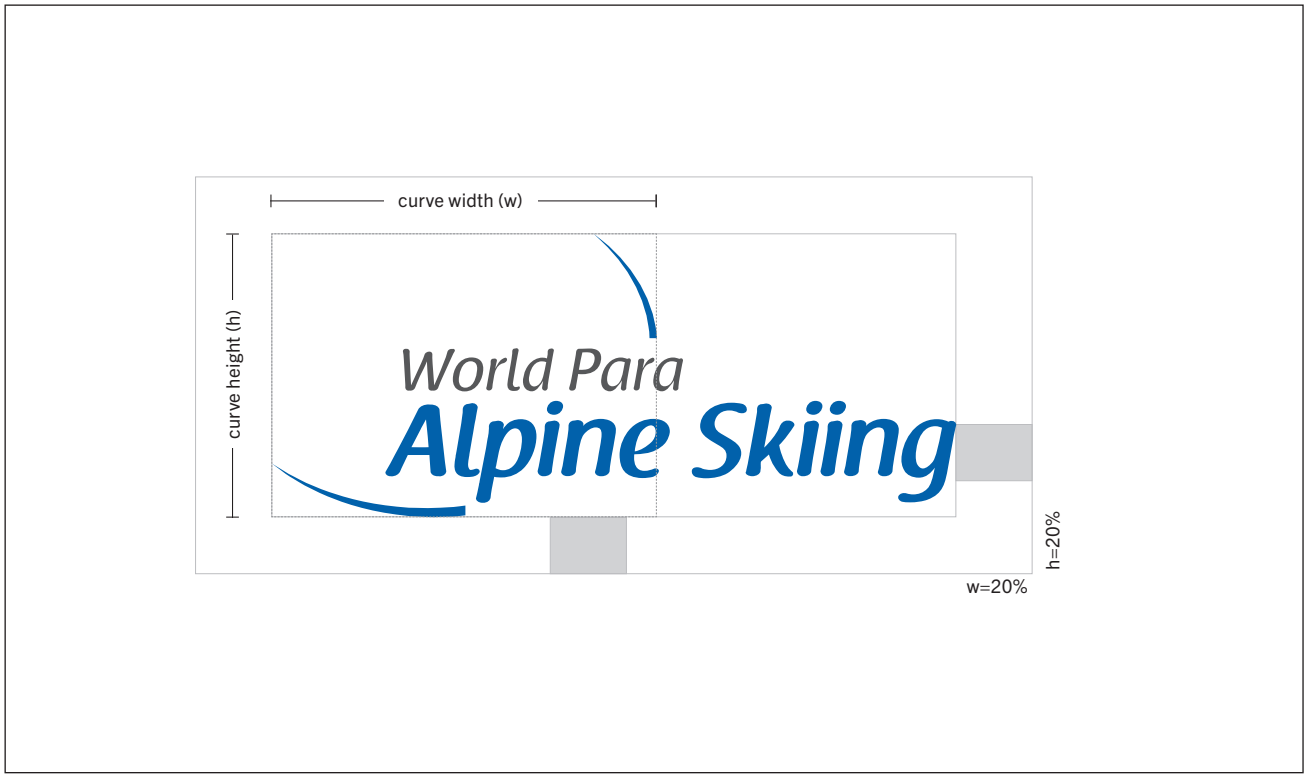
- Official documents, stationary, protocol items. Wherever possible the wordmark should be used in combination with the respective sport pictograms in order to have a visual representation of the sport.

Requirements

- Minimum size: 7.5mm in height
- Isolation area: a clear space surrounding the wordmark with the size of at least one grid unit.

Approvals

Written approval from the IPC is required to use the World Para sport wordmarks. Applications for approval must be made prior to the start of production or printing.



The following files are available in jpg.- and eps.-format

World Para Alpine Skiing

World Para Athletics

World Para Dance Sport

World Para Ice Hockey

World Para Nordic Skiing

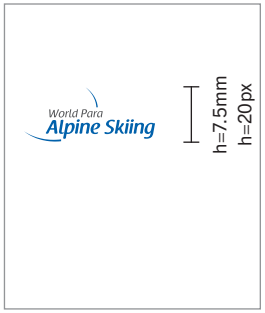
World Para Powerlifting

World Para Snowboard

World Para Swimming

World Shooting Para Sport

Minimum size



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Typography.

In order to have one look and feel, it is essential to define a common typography that is used for all communication material such as letterheads, presentations, promotional materials.

In all the IPC's printed material the justified font Trade Gothic Next LT Pro is used

Trade Gothic Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

Trade Gothic Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

For all Powerpoint presentations and email correspondence Calibri is used instead

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

Photos.

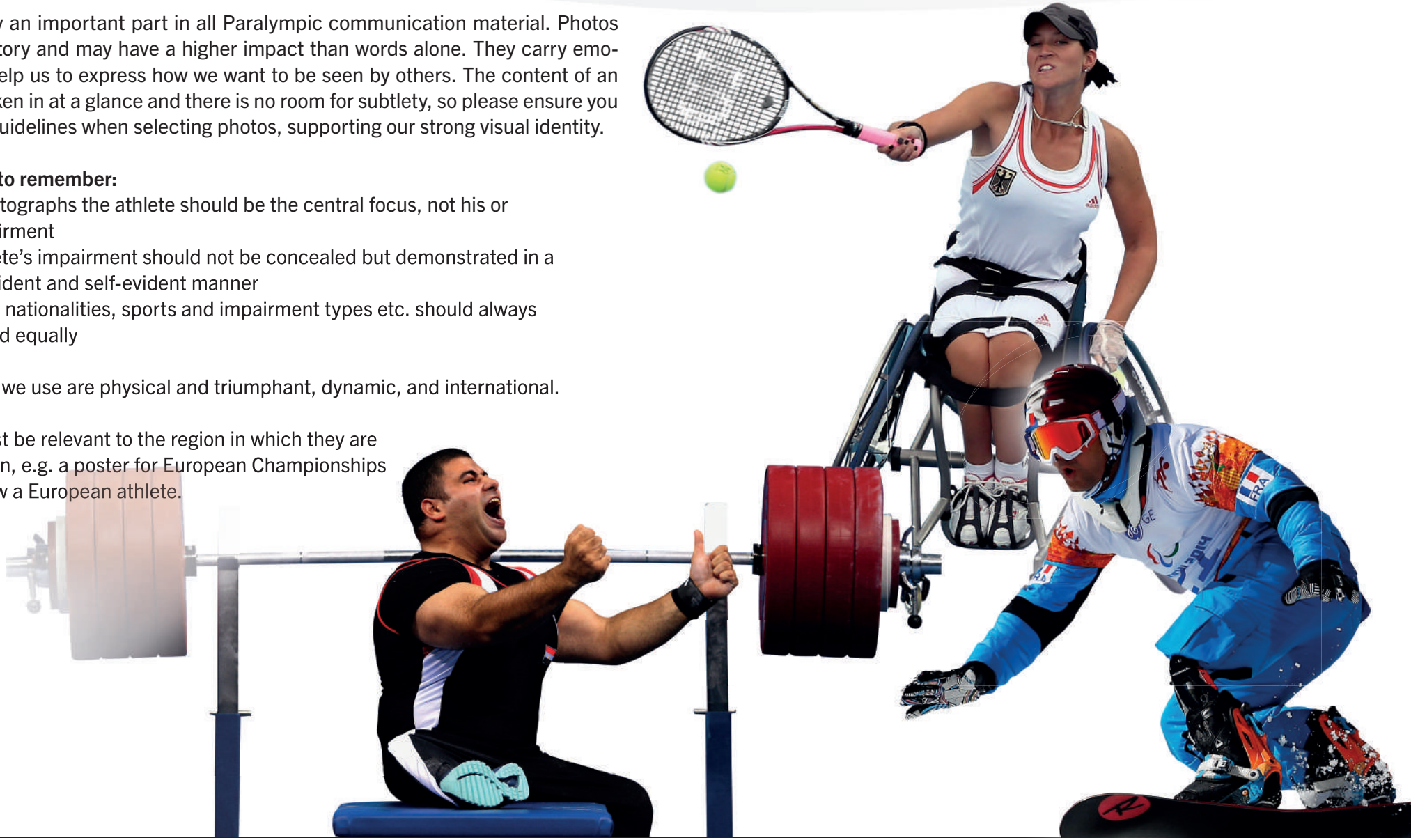
Photos play an important part in all Paralympic communication material. Photos can tell a story and may have a higher impact than words alone. They carry emotions and help us to express how we want to be seen by others. The content of an image is taken in at a glance and there is no room for subtlety, so please ensure you use these guidelines when selecting photos, supporting our strong visual identity.

Key things to remember:

- In all photographs the athlete should be the central focus, not his or her impairment
- The athlete's impairment should not be concealed but demonstrated in a self-confident and self-evident manner
- Genders, nationalities, sports and impairment types etc. should always be treated equally

The photos we use are physical and triumphant, dynamic, and international.

Photos must be relevant to the region in which they are used or seen, e.g. a poster for European Championships should show a European athlete.



Photos. Choosing photos.

What does ‘physical’ look like?

Courageous and persevering – the athletes show grit and are determined to win.

How is ‘triumphant’ expressed in a picture?

Winning, overcoming obstacles and achieving the maximum: this is what triumphant is all about.

What do we mean by ‘dynamic’?

Vivid and moving rather than stale or stationary. Dynamic also implies change and forward progression, activity and power.

How can ‘international’ be described when it comes to photos?

Show athletes from every nation and cultural background – make sure you do not focus on one group but show the variety of all nations: striving for excellence applies to everyone.

Photos. Editorial misuses.

Use photos that tell a story or communicate an important message.

Use photos that display the athlete in the best possible light.

Do not crop out the impairment.

Photos. Artistic misuses.

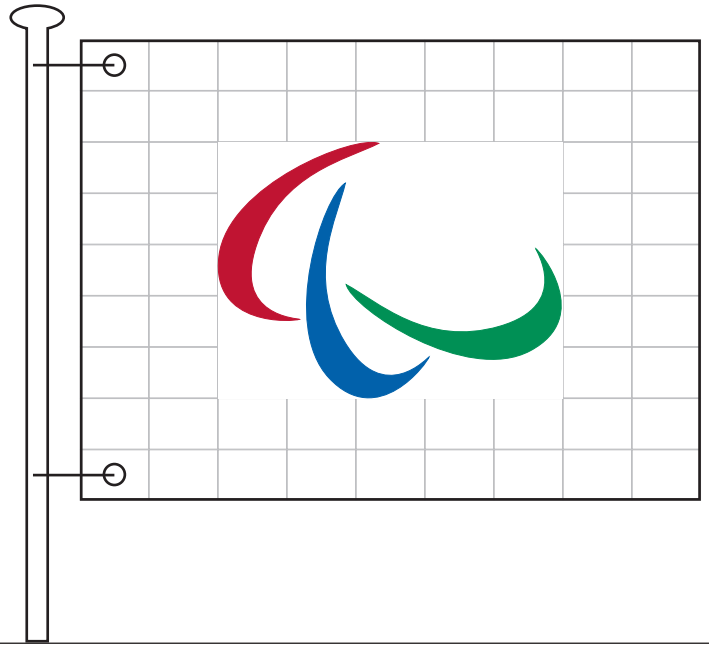
Do not scale the photos unproportionally.

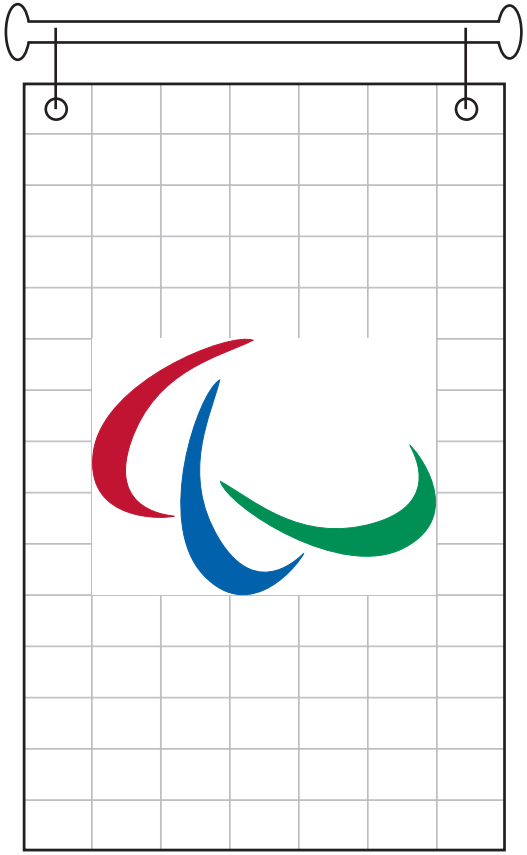
If you need to mirror a photo, please make sure you do not mirror any letters, numbers or the Paralympic symbol.

Flags.

The Paralympic flag shows the Paralympic symbol centred on a white background. Examples of both a horizontal and vertical flag are shown. Flags may be produced according to these specifications with the prior approval of the IPC. Paralympic flags may only be used at official events sanctioned by the IPC. Flags should not be flown next to any commercial properties which may imply a false association with the Paralympic Movement.

Approvals
Written approval from the IPC is required to use the Paralympic flag. Applications for approval must be made prior to the start of production or printing.





Tone of voice.

Our tone of voice is an important part of who we are and how we connect with people. It is based on our ideas and values, and focuses on educating and inspiring others.

The more consistent everyone in the Paralympic Movement is with written words, the more likely it is that people will understand what makes it special. The Paralympic Movement needs a strong verbal identity that we all understand and know how to use.

In all communication, some words stand out as underlying the Paralympic identity.

The way we express ourselves has to have a high impact and be inspirational so that people understand what is important to us and our athletes. We are understanding and open – yet assertive.

How does 'high impact' sound?
It's active and dynamic, not weak and unfocused.

How does 'inspirational' sound?
It's about being creative and inventive and having the energy and dynamism to make it happen.
It's about striving to focus on the positives, rather than the negatives.

How does 'understanding and open – yet assertive' sound?
In summary:

- **Straightforward**
  Clear, uncomplicated, easy to understand.
- **Friendly**
  Inclusive, welcoming, supportive.

For more information please refer to the IPC Style Guide and Info Sheets at www.paralympic.org.

Spirit in Motion

The spirit of every para-athlete is uncompromising – every day exceeding what others had thought was possible by pushing themselves to the limit. With the motto ‘Spirit in Motion’, the IPC has captured what the Paralympic Movement is trying to achieve: enabling athletes from all backgrounds to unite on a single stage, inspiring and exciting the world with their performances.

Contact details.

All usage requests and inquiries should be directed to the IPC Marketing & Commercial Department at the IPC headquarters.

The Paralympic brand represents an important intellectual property asset of the IPC. The names ‘Paralympic’, ‘Paralympic Games’ and all similar and associated names and words, the Paralympic symbol, motto, internet domains etc. must not be copied or used without the prior written permission of the IPC.

IPC member organisations enjoy devolved rights to use the ‘Paralympic Properties’ according to the definitions and conditions set out in the IPC Handbook, in particular the Intellectual Property Bylaw.

Mariel Avalos

Brand & Creative Services Manager

International Paralympic Committee

Mariel Avalos
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www.paralympic.org

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